While specific embodiments of the invention have been described in detail, it will be appreciated by those skilled in the art that various modifications and alternatives to those details could be developed in light of the overall teachings of the disclosure. Accordingly, the particular arrangements of the system and method disclosed are meant to be illustrative only and not limiting to the scope of the invention, which is to be given the full breadth of the following claims, and any and all embodiments thereof.

What is claimed is:

1. A method of creating media programming, comprising the steps of:

maintaining a database containing selected information about each of a plurality of media elements;

automatically selecting a plurality of said media elements in response to a request for media programming, and automatically selecting a temporal organization for said selected media elements, said temporal organization not being dictated by said selected information; and

assembling said media elements into media programming.

2. The method of claim **1**, wherein said media elements are audiovisual clips, and said media programming is an audiovisual program.

3. The method of claim **1**, wherein said media elements are still photographs, and said media programming comprises a series of said still photographs.

4. The method of claim **1**, wherein said selected information comprises content information relating to said media assets.

5. The method of claim **1**, wherein said selected information comprises a plurality of tags associated with each of said media elements, at least one of said tags being a content tag containing information relating to content of said media element, and at least one of said tags being a control tag containing information other than content information.

6. The method of claim **5**, wherein said media element in an audiovisual clip, and at least one of said control tags contains information indicating permitted transition points in said audiovisual clip.

7. The method of claim **6**, wherein at least one of said control tags contains a luminance range for a portion of said audiovisual clip.

8. The method of claim **5**, wherein said step of selecting further comprises selecting two elements based on said request, selecting a temporal order for said two elements, and determining based on information in said control tags whether said two elements may be assembled in the selected temporal order, and, if not, deselecting at least one of said two elements.

9. The method of claim **5**, wherein said step of selecting further comprises selecting two elements based on said request, selecting a temporal order for said two elements, and selecting transitions for said two elements based on transition information associated with each of said elements and transition rules.

10. The method of claim **1**, further comprising the step of obtaining demographic information concerning an intended view of a the programming prior to said step of selecting, and employing said demographic information in said step of selecting.

11. A system of creating media programming from a library of media assets, comprising:

a database containing selected information about each of said media assets;

selection means for automatically selecting a plurality of said media assets in response to a request for media programming, and for automatically selecting a temporal organization for said selected media assets, said temporal organization not being dictated by said selected information; and

assembling means for assembling said media elements into media programming.

12. The system of claim **11**, wherein said media elements are audiovisual clips, and said media programming is an audiovisual program.

13. The system of claim **12**, wherein said media elements are still photographs, and said media programming comprises a series of said still photographs.

14. The system of claim **11**, wherein said selected information comprises content information relating to said media assets.

15. The system of claim **11**, wherein said selected information comprises a plurality of tags associated with each of said media elements, at least one of said tags being a content tag containing information relating to content of said media element, and at least one of said tags being a control tag containing information other than content information.

16. The system of claim **15**, wherein said media element is an audiovisual clip, and at least one of said control tags contains information indicating permitted transition points in said audiovisual clip.

17. The system of claim **16**, wherein at least one of said control tags contains a luminance range for a portion of said audiovisual clip.

18. The system of claim **15**, wherein said selecting means further comprises means for selecting two elements based on said request, means for selecting a temporal order for said two selected elements, means for determining based on information in said control tags whether said two elements may be assembled in the selected temporal order, means for deselecting at least one of said two elements if said two elements are not permitted to be assembled in the selected temporal order.

19. The system of claim **15**, wherein said selecting means further comprises means for selecting two elements based on said request, for selecting a temporal order for said two elements, and for selecting transitions for said two elements based on transition information associated with each of said elements and transition rules.

20. The system of claim **11**, further comprising means for obtaining demographic information concerning an intended viewer of the programming, said selecting means being adapted to employ said demographic information.

21. The system of claim **11**, wherein said selection means comprises means for selecting fewer than all of said media elements responsive to said request.

22. The system of claim **11**, wherein said selection means prevents a user from selecting or ordering said media elements.

23. A method for verifying viewing and comprehension of a unique media program, comprising the steps of:

providing in a unique media program a unique sequence of cues; and

receiving from a viewer of said unique media program information relative to said cues; and

comparing said received information to said sequence of cues.

24. The method of claim **23**, wherein said step of providing a unique sequence of cues comprises providing a unique sequence of visual cues in an audiovisual program.

25. The method of claim **23**, wherein said cues comprise alphanumeric information.

26. The method of claim **23**, wherein said visual cues comprise icons.

27. The method of claim 23, further comprising the step of providing means for a viewer to transmit said information.

28. The method of claim 27, wherein said step of providing comprises incorporating with programming media a printed document to be completed and returned by a viewer.

29. The method of claim 23, wherein said step of receiving information comprises receiving information via telephone communications.

30. A method of creating audiovisual programming from a plurality of stored audiovisual media elements, comprising the steps of:

automatically selecting from a database containing information concerning said audiovisual media elements a plurality of said audiovisual media elements and automatically designating a temporal sequence for said selected audiovisual media elements,

selecting automatically transitions for each of said audiovisual media elements.

31. The method of claim 30, wherein said step of automatically selecting transitions comprises selecting transitions independently for a video portion of said element and for an audio portion of said element.

32. The method of claim 30, wherein said transitions are selected based on information relating to permitted transitions associated with each of said elements.

33. The method of claim 30, wherein said transitions comprise fade out of a video portion of said element.

34. The method of claim 30, wherein said information comprises a range of permitted transition points at the beginning and end of a plurality of said elements.

35. The method of claim 34, wherein said information comprises an earliest permitted transition point, a default transition point, and a latest permitted transition point.

36. A system for creating audiovisual programming from a plurality of stored audiovisual media elements, comprising:

means for automatically selecting from a database containing information concerning said audiovisual media elements a plurality of said audiovisual media elements and automatically designating a temporal sequence for said selected audiovisual media elements, and

means for selecting automatically transitions for each of said audiovisual media elements.

37. The system of claim 36, wherein said means for automatically selecting transitions comprises means for selecting transitions independently for a video portion of said element and for an audio portion of said element.

38. The system of claim 36, wherein said transitions are selected based on information relating to permitted transitions associated with each of said elements.

39. The system of claim 36, wherein said transitions comprise fade out of a video portion of said element.

40. The system of claim 36, wherein said information comprises a range of permitted transition points at the beginning and end of a plurality of said elements.

41. The system of claim 40, wherein said information comprises an earliest permitted transition point, a default transition point, and a latest permitted transition point.

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